

REMARKS

Claims 1-4 remain pending in this application. None of the claims were amended in this response.

Claims 1, 2 and 4 stand rejected under 35 U.S.C. §102(e) as being anticipated by Bush et al., U.S. Patent No. 5,475,585. Claim 2 has been rejected under 35 U.S.C. §103(a) as being unpatentable over *Bush et al.*, U.S. Patent No. 5,475,585 as applied to claim 1. The Applicants respectfully traverse the rejections. Favorable reconsideration is respectfully requested.

Specifically, the cited art, alone or in combination, does not disclose at least “means for communicating a digital advertisement” and “means for requesting, displaying and responding to digital advertising” as recited in the claim 1 and similarly recited in claim 4. According to the present invention, digital advertisements are stored in a database associated with a merchant computer and are transmitted from the merchant computer to the buyers computer over a network. In contrast, *Bush* discloses a video broadcasting system that transmits video menus to a television or video screen via RF carrier signals, and further incorporates credit-card swipers and special keypads for user input (col. 3, lines 21-30; col. 5, lines 34-44, line 65 to col. 6, line 9; col. 7, lines 22-35). This configuration is completely different from the claimed features in the present application.

Under the MPEP, the USPTO must apply 35 U.S.C. 112, sixth paragraph in appropriate cases, and give claims their broadest reasonable interpretation, in light of and consistent with the written description of the invention in the application (MPEP 2181). If a prior art reference purportedly teaches identity of function to that specified in a claim, then the Examiner carries the initial burden of proof for showing that the prior art structure or step is the same as or equivalent to the structure, material, or acts described in the specification which has been identified as corresponding to the claimed means or step plus function (MPEP 2182). If the specification defines what is meant by the limitation for the purposes of the claimed invention, the examiner should interpret the limitation as having that meaning (MPEP 2182).

Applicant submits that the Examiner has not met the burden imposed by the MPEP to explain how the configuration in *Bush* is equivalent to the present claims. The communication channel in *Bush* is separate and distinct from the broadcast channel that delivers a menu to the user terminal, and it delivers the purchase message to a different destination from the source of

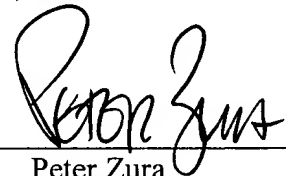
the advertisements (menu). There is no mention of any kind of network transfer protocols or hypertext conventions of the WWW (see, e.g. specification page 11, second paragraph).

Accordingly Bush does not disclose, teach or suggest a purchase means or the other means set forth in the pending claims.

For at least these reasons, the Applicants submit that the rejection under 35 U.S.C. §102 is improper and should be withdrawn. An early Notice of Allowance is earnestly requested. If any fees are due in connection with this application as a whole, the Examiner is authorized to deduct such fees from deposit account no. 02-1818. If such a deduction is made, please indicate the attorney docket number (115274-00015) on the account statement.

Respectfully submitted,
BELL, BOYD & LLOYD LLC

BY



Peter Zura
Reg. No. 48,196
P.O. Box 1135
Chicago, Illinois 60690-1135
Phone: (312) 807-4208

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